



County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA
Chief Executive Officer

Board of Supervisors
GLORIA MOLINA
First District

MARK RIDLEY-THOMAS
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

January 15, 2010

To: All Department Heads

From: William T Fujioka
Chief Executive Officer

A handwritten signature in black ink, appearing to read "W. T. Fujioka", is written over the printed name and title.

2010 CESAR E. CHAVEZ COMMUNITY SERVICE WEEK

On January 12, 2010, on motion of the Chair of the Board of Supervisors, Supervisor Gloria Molina, the Board proclaimed the week of Monday, March 29 through Friday, April 2, 2010 as Cesar E. Chavez Community Service Week. The Board also established "You Count!" as the theme of the County's ninth annual Cesar Chavez observance, with the objective of promoting a full and accurate U.S. Census Count in 2010 (Attachment I).

In order to prepare for this event, please select a Department Coordinator for Cesar Chavez Week who will serve on the Cesar Chavez Week Committee and will promote the special observance to fellow employees. This individual also will attend the annual Cesar Chavez Week training, scheduled for Tuesday, February 9, 2010, 2:00 p.m. to 4:00 p.m. in Room 140, Kenneth Hahn Hall of Administration, 500 W. Temple Street, in downtown Los Angeles. Parking will be provided. Additional planning meetings will be held via teleconference to conserve fuel, reduce air pollution and to enhance employee productivity.

In addition, County employees will continue the tradition of an annual, two-week Cesar E. Chavez Food Drive from Monday, March 22 to Friday, April 2, 2010. Last year, more than 22,000 pounds of food items and products were donated by caring employees to the Los Angeles Regional Food Bank. A timeline of activities for the 2010 Cesar Chavez Week is provided in Attachment II.

The County's observance has always involved weekday volunteer opportunities for County employees at community centers, parks, libraries, neighborhood organizations and local, non-profit agencies. In 2010, these volunteer activities will be largely focused on Census awareness and outreach efforts to better ensure that the County of Los Angeles receives its fair share of resources to address its unique and pressing public service needs.

County departments are encouraged to once again tailor existing education and cultural programming and activities to emphasize the mission and theme of Cesar E. Chavez Community Service Week, but with the special emphasis on promoting a full Census Count.

"To Enrich Lives Through Effective And Caring Service"

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All Department Heads
January 15, 2010
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For more information and to arrange parking for the February 9 Cesar Chavez Week training, please contact Victoria Pipkin-Lane at (213) 974-2495 or vpipkin@ceo.lacounty.gov or Ruben Rivero at (213) 974-2523 or rrivero@ceo.lacounty.gov.

Thank you for your continued support of Cesar E. Chavez Community Service Week.

WTF:ES:MKZ
VPL:RR:acn

Attachments

c: Each Supervisor

MOTION BY SUPERVISOR GLORIA MOLINA

January 12, 2010

The Board of Supervisors proudly proclaims the 9th Annual County of Los Angeles Cesar Chavez Community Service Week: Monday, March 29 through Friday, April 2, 2010. The theme this year is the promotion of a full and accurate U.S. Census Count in 2010 under the County's Census outreach effort, entitled "You Count!"

Cesar Chavez Community Service Week commemorates a true American hero who dedicated his life to bringing social justice to all people. The anniversary of his birth is Wednesday, March 31, 2010.

The County's observance includes weekday volunteer opportunities for County employees at community centers, parks, libraries, neighborhood organizations and local, non-profit agencies. In 2010, these volunteer activities will primarily focus on Census awareness and outreach efforts to better ensure that the County of Los Angeles receives its fair share of resources to address its unique and pressing public service needs. Efforts particularly focus on reaching "hard to count" communities.

MOTION

Ridley-Thomas _____

Yaroslavsky _____

Knabe _____

Antonovich _____

Molina _____

The County's annual two-week Cesar E. Chavez Food Drive will occur Monday, March 22 through Friday, April 2, 2010. Last year, over 22,000 pounds of food items and products were donated by caring employees to the Los Angeles Regional Food Bank.

County departments are encouraged to once again tailor existing education and cultural programming and activities to emphasize the mission and theme of Cesar E. Chavez Community Service Week, with a special emphasis on promoting a full Census Count.

The Cesar Chavez curriculum will be used for the annual arts contest, a competition among youths at County Probation camps and schools, and the Los Angeles County Librarian will ensure that the curriculum is accessible on its website for schools throughout the County.

I, THEREFORE, MOVE THAT THE BOARD:

- 1) Proclaim March 29 through April, 2, 2010 as Cesar Chavez Community Service Week throughout Los Angeles County; the theme "You Count!" will help ensure a full and complete Census count; and
- 2) Direct the Director of the Office of Workplace Programs and the Chief Executive Office to work with the Executive Office of the Board, County Departments, the County's Census Complete Count Committee, local non-profit organizations and the County's fund distribution agencies—United Way of Greater Los Angeles, Brotherhood Crusade, Asian Pacific Community Fund, EarthShare California and the United Latino Fund—to coordinate and support Cesar Chavez Community Service Week, specific Census 2010 activities during this year's tribute, and volunteer opportunities for County employees; and

- 3) Direct all Department Heads and Districts to promote awareness of the voluntary employee participation in Cesar Chavez Community Service Week activities in departmental newsletters, bulletin boards, and other forms of communication; and
- 4) Direct the County Librarian to make Cesar Chavez website curriculum accessible to schools Countywide.

LO/ld

TIMELINE

**COUNTY OF LOS ANGELES
2010 CESAR E. CHAVEZ COMMUNITY SERVICE WEEK
MARCH 29 – APRIL 2, 2010**

FOOD DRIVE: MONDAY, MARCH 22 – FRIDAY, APRIL 2, 2010

The following are tentative dates for the 2010 Cesar E. Chavez Community Service Week:

December 29, 2009	Line Departments contacted via telephone calls and e-mails and advised to begin preparing a list of worksites that will participate in the annual food drive (approximately 250).
January 12, 2010	Cesar E. Chavez Community Service Week motion placed on Board of Supervisors Agenda for approval.
January 13, 2010	Memo from CEO Bill Fujioka sent to all Departments announcing Cesar E. Chavez Week activities and requesting a coordinator be named to promote the special observance and attend all meetings.
January 19, 2010	Four host County Departments (County Public Library, Parks and Recreation, Animal Care & Control and Beaches & Harbors) contacted and advised to prepare list of volunteer opportunities. Fund Distribution Agencies (FDAs) contacted to finalize their list of volunteer opportunities at local agencies to promote 2010 Census Count in "hard to reach" areas. Local non-profit organizations also and asked to provide list of volunteer opportunities for County employees to promote 2010 Census Count.
Late January	Sign ups begin (instructions to follow).
February 1, 2010	CEO Workplace Programs reviews list of volunteer opportunities both within and without the County. Discusses with agencies need to increase sites, if necessary.
February 8, 2010	CEO Workplace Programs reviews list of food drive collection sites within County.
February 9, 2010 KHHOA, Room 140 2 – 4 p.m.	CEO Workplace Programs sponsors training workshop for Department Coordinators, emphasizing a full and accurate U.S. Census Count for 2010. Materials on Census Count provided to coordinators, including information on how to assist residents in filling out the 2010 application.

February 18, 2010	Preliminary list of food collection sites within County provided to Los Angeles Regional Food Bank for planning purposes.
February 22, 2010	CEO Workplace Programs conducts 2:00 p.m. teleconference held with FDAs and community-based organizations in "hard to count" areas to review procedures for promoting Census Count 2010.
March 2, 2010	Final list of County Department sites participating in food drive given to L.A. Regional Food Bank.
March 15, 2010	L.A. Regional Food Bank begins delivery of food collection bins to County.
March 15, 2010	Final teleconference conducted with County Department Coordinators (2:00 p.m.) and with Community-based agencies (11:00 a.m.) to review CC Week activities with emphasis on Census Count 2010.
March 22, 2010	Cesar E. Chavez Community Service Week Food Drive begins.
March 26, 2010	CEO Workplace Programs checks with Department coordinators on food drive collections. Encourages e-mail blast be sent to employees by Department Heads promoting food drive and upcoming CC Week volunteer activities.
March 29, 2010	CC Week volunteer Census Count 2010 events begin.
April 2, 2010	CC Week annual Beach Clean-up at Dockweiler Beach, Playa del Rey, from 9 a.m. to 1:00 p.m.; Census Count materials also distributed.
April 5, 2010	L.A. Regional Food Bank begins collecting food donations from various County worksites.